A STUDY OF ATTITUDE FORMATION IN BUSINESS ORGANIZATIONS WITH SPECIAL REFERENCE TO PRO- ENVIRONMENT BEHAVIOUR OF TELECOMMUNICATIONEMPLOYEES IN WESTERN UTTAR PRADESH

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INTRODUCTION

A nation may be having abundant resources whether they are physical, natural, financial or technical. But, apart from natural resources other can be restored again if found scarce. Only the natural resources are the one, once gone may be difficult to restore again in near future easily. In 21th century, whole world is facing a drastic change in our environmental conditions. It has imposed staid threat to many lives. This change in the environmental conditions can be seen in the form of depleting ozone layer, increasing air pollution, increase in average temperature, decrease in mean precipitation, and extinction of various species. This condition is getting worst day by day in spite of several remedial actions taken at group and personal level. There is no doubt that this deteriorating condition of environment is the result of various anthropogenic activities yet it is also true that the solution resides in the hands of human only.

In this context various researches have been conducted by the researchers which proves that individual action such as car pooling while travelling to office, buying eco-friendly products, saving water by closing the tap when not in use, using natural light whenever possible, using personal mugs in spite of disposable etc can help in protecting the environment. But to adopt this kind of environment protective actions, humans may require a change in consumption and behavioral pattern. It also has been proved through research that individual behavior is the prime contributor in deforming the environmental conditions and by making little modification in their behavior while dealing with environment and manmade resources they can contribute positively in protecting the environment. To make human beings more concerned about the environment there is an urgent need to develop environment friendly behavior among them. Individual's behavior towards environment depends upon the attitude they carry about the dwindling environmental conditions. Individual's conscious actions, their level of knowledge, awareness about the consequences of the actions taken by them and a sense of moral obligation towards the protection of the environment can create an environment friendly attitude and behavior.

Attitude and Pro-Environment Behavior-

Attitude is an individual's characteristic way of responding consistently in a favourable or unfavourable manner to objects, people, or events in his environment. Attitude reflects how an individual feels about something. Attitude provides a predetermined set of responses, so that a person's behaviour or opinions can often be forecast in specific circumstances. Attitudes reflect settled behaviour and settled mode of thinking as well as feeling.

1. Attitudes are learned- This means attitudes get formed on the basis of some experience with or information about the object.
2. Attitudes are predispositions and reside in the mind of the individual.
3. Attitudes cause consistent response- This means attitudes precede and produce behaviour.

Important construct used in this study

Environmental value

Generally values are defined as the principles that help in deciding what is right or wrong, and how to react in certain situations. Rokeach (1968) defined values as core aspect of the self concept. According to Schwartz and Bilsky (1987), values are abstract ideas, such as sustainability and equality which contribute to decision making, helps in the formation of attitude and finally lead us to get engage in associated behavior (Whitley, Takahashi, Zwickle, Besley & Lertpratchya, 2016).

A wide literature is available regarding the features of values such as-

- A value is a belief
- Values are related to desirable end states
- Values can improve on specific situations
- Values help in guiding, selecting or in the evaluation of behavior or event

Environmental beliefs-

A belief means anything which is accepted as true. It is a state of believing that certain things are true or real. These are general convictions about someone or something which we hold true. Beliefs are said to be propositions which we accept to be empirically true and that we use to prioritize conditions or behavior. It is also said that beliefs are subject to change depending on information or context (Vaske et al., 2001). It can be influenced by the individuals learning about the impact of its actions on nature or surroundings. In the terms of environmental psychology, environment specific beliefs are all about the relationship between humans and environment.

Personal Norms-

Personal norms are defined as specific standards for one's own behavior instead of one's beliefs about what other people think or do (Kallgren, 2000). It is also known to be basis for an individual's transition from a general predisposition to pro-environmental action (Bratt, 1999; Stern, 2000). Personal norms arecharacterized as a moral obligation to act or protect something which is valued (Nordlund & Garvill, 2002, p. 745). It is activated through a sense of moral obligation and found that more a person feel morally obliged, more he/she is willing to protect the environment (Nordlund & Garvill, 2003). Thus it inculcates a feeling of pride among individuals if they act according to their personal norms. In this present study, personal norms are considered as an individual's feelings of moral obligation of employees working in the telecommunication industry to behave pro-environmentally.

Performance and Moral

Individual behavior is composed of many factors and because of these factors; study of behavior is one of the most complex phenomenon. These factors may also vary from one person to another which helps in the formation of attitude and ultimately leads to actual behavior. There are many factors like environmental values, beliefs and norms which help in the formation of attitude, but this study also include employee's performance and

moral as another factor to study their pro-environment behavior. If we focus on the factors which makes employee's happy such as their performance level in the organization, the support they are getting from their seniors and colleagues, personal growth, instead of just focusing on consumption patterns and materialism people can behave more environment friendly (Csikszentmihalyi, 2000; Jackson, 2005; Beavan, 2009; Kasser, 2009). Other proposed that specific personal traits such as moral and being mindful both make people act environment friendly and increases a good feeling (Brown and Kasser, 2005). So, researcher also found performance and moral of employee's as an important factor to behave pro-environmentally.

Pro-environmentBehavior-

Meaning

Individual behaviors which contribute in sustainable use of resources is referred as "Pro-environment behavior" which is also defines as "individual actions which are taken to contribute towards environmental sustainability". Pro-environment behavior includes reducing wastage, reproducing, recycling, sensible consumption of energy and environmental activism (Mesmer-Magnus et al. 2012, P-160). Pro-environment behaviors are those human behaviors which are performed or initiated to protect the environment. There is a no. of terms available which are used interchangeably for pro-environment behavior such as-

Terms	**Given By**
Environment-Protective behavior	Geller
Pro-environment Behavior	Bamberg & Meser, 2007, Steg, Bolderdjk, Keizer & Perlaviciute, 2014
Responsible Environmental Behavior	Cortrell 2003, Hines, Hungerford & Tomera, 1986, Vaske & Kobrin, 2001

Conservative behavior	Gosing & Williams, 2010, Monroe, 2003, Kaiser, Hubner & Bogner, 2005
Environmentally Supportive Behavior	Huddart-Kennedy, Beckly, McFarlane & Nadeau, 2009
Environmentally Significant Behavior	Stern 2000

Objectives of the study-

1. To study the impact of environmental values on pro-environment behavior.
2. To study the impact of beliefs of employee's on pro-environment behavior.
3. To study the contribution of personal norms in the formation of environment specific behavior.
4. To study the impact of employee's performance and moral on pro-environment behavior.
5. To find out the role of employee's age on their environment specific behavior.
6. To find out the relationship between employee's professional level and their pro-environment behavior.
7. To know the impact of employee's permanent residence on their pro-environment behavior.

Hypothesis of the Study

1. Ho1: There is no significant relationship of Employees' Moral and Performance with employees' Pro-environment behavior
2. Ho2: There is no significant relationship of Employees' Environmental Belief with employees' Pro-environment behavior

3. Ho3: There is no significant relationship of Employees' Personal Norms with employees' Pro-environment behavior
4. Ho4: There is no significant relationship of Employees' Environmental Values with employees' Pro-environment behavior
5. Ho5: There is no significant relationship of relationship Demographic factors with Pro-Environment Behavior.

a) Ho5.1 : There is no significant difference between age and pro-environment Behavior.
b) H05.2 : There is no significant difference between permanent resident and pro-environment behavior.
c) H05.3: There is no significant difference between professional level and pro-environment behavior.

SCOPE OF THE STUDY

India is the second largest network providing country in the world. The study is restricted to the employees working in the telecommunication industry of western UP.

Literature Review-

The development and increasing attention being given to Pro-environment Behavior is evident from the extent of literature on the topic. A research conducted to study the attitude and pro environment behavior shows that attitude influences behavior through different pathways, which may have implications for interventions seeking to increase environment friendly behavior **(Levine & Strube, 2012).** This study was conducted to study the attitude and environment specific behavior among college students.

Latif, Omar, Bidin & Awong (2012) proposed that environmental values are predictor of pro-environment behaviors especially recycling behavior. They tried to do a comparative study to compare the causal relationship between environmental values and recycling behavior of consumers. For conducting this study they choose two urban areas Kuala Lumpur and Kota Kinabalu. They also tried to determine the mediating effect of the intention to recycle between environmental values and recycling behavior. A cluster sampling method was used and a total 260 respondents were selected randomly, 130 in each city. Data analysis was done by using Structural equation modeling (SEM). In their research, it was found that environmental values have significant influence on recycling behavior. It was also highlighted that environmental values do have significant influence on the consumer's intentions to recycle. Finally, it was concluded that consumers who have better environmental values behave more pro-environmentally & show higher participations in recycling.

De-Groot & Steg (2007) conducted an empirical study about value orientations. This study was conducted in different countries (Austria, Czech Republic, Italy and Netherlands and Sweden) by using a new value instrument. An internet survey was conducted to collect the data and a questionnaire was distributed via e-mail . Value orientations were measured by using Schwartz's Value scale (1992) developed by de-Groot & Steg . After analyzing the data it was found that the Value orientations are valid & useful for examining pro-environment behavior. Another study by using conceptual

framework was developed by **Barr (2007)** to study the role of environmental values, situational characteristics & psychological factors on three Waste Management behaviors (waste reduction, reuse & Recycling). The framework was tested in a self -reported questionnaire of 673 residents of Exeter UK. It was found that reductions & reuse of behavior are predicted by environmental values, Knowledge & Concern, also the predictor of reductions, reuse & recycle behavior differed significantly.

Gadenne, Sharma, Kerr & smith (2011) developed a conceptual frame work of consumer environmental behaviors & its antecedents. After conducting all operations, it was found that general environmental beliefs have an influence on norms on environmental action and prices. But only norms on price are correlated with environmental attitude. **Prakash and Pathak (2016)** conducted a research on young consumers of India to find out their intentions to buy eco-friendly packaged products. The theory of Reasoned Action was used to conduct this study in which personal norms too as a predicting factors of youth's intention to purchase eco-friendly package products. The data was collected from young consumers living in Kolkata. A total of 254 questionnaires were returned which were completely filled and 204 were considered as usable response. After analyzing that data it was found that personal norms emerged as a strongest predictor of eco-friendly packaged product purchase.

Bissing-Olson, tyer, Fielding & Zacher (2012) conducted a study to find out the relationship between daily effect, pro-environment behavior attitude and pro-environment behavior related to daily tasks. In this research, they also included daily proactive pro-environment behavior which means the extent to which employees show personal initiative when acting in a environment friendly way at work. The findings showed that daily activated positive affect predicted daily pro-active pro- environment behavior among employees with a less positive pro-environment attitude but not among employees with a more positive environmental attitude. In short, these findings suggest that fostering pro-environment attitude can predict pro- environment behavior. Another study of pro-environment behavior among adolescents was conducted by **Palupi and Sawitri (2018)**. They conducted a literature review from previous papers studies based

on pro-environment behavior. It resulted in that young people with critical thinking & good environmental education are expected to behave more environmental friendly.

Huang (2015) conducted a study on Global warming which poses a major challenge to humankind. To mitigate this phenomenon, identifying factors affecting individual's pro-environment behavior is critical. Belief is also considered as strong predictor of pro-environment behavior. So, Huang (2015) studied the use of media, environmental beliefs, self-efficacy and pro-environment behavior. He said environmental beliefs represent the strong indicator of environment protective behavior.

Prakash and Pathak (2016) conducted a research on young consumers of India to find out their intentions to buy eco-friendly packaged products. TRA was used to conduct this study which personal norms too as a predicting factors of youth's intention to purchase eco-friendly package products. The data was collected from young consumers living in Kolkata. A total of 254 questionnaires were returned which were completely filled and 204 were considered as usable response. After analyzing that data it was found that personal norms emerged as a strongest predictor of eco-friendly packaged product purchase. **Liu and Feng (2019)** investigated how potential attitude is related to pro-environment behavior. They said individual pro-environment behavior can have large environmental impacts. Pro-environment behaviors include many environment friendly general beliefs that people have regarding the natural environment. The study used revised NEP scale to measure environmental belief. This study hypothesized the environmental belief has a positive effect on global warming as well as in accommodating environmental behavior. He also hypothesized that environmental beliefs will be having a positive effect on proactive environmental behavior. After analyzing the data it was found the environmental beliefs & self-efficacy have indirect effect on all the type of environmental behavior through media use.

Esfandiar, Dowling, Pearce & Goh (2020) conducted a study to explore the factors affecting on individual's binning behavior in the context of a national park. This study was based on the Norm-Activation model and Structural Equation Modeling. The result revealed that association between awareness of consequences and personal norms was the strongest. It was also found that personal norms were the most influential determinant of pro-environment behavior on binning. Personal norms found to be a significant mediator between social norms, awareness of consequences and pro-environment behavior.

Another study conducted by **Moser (2015)** to find out the drivers of pro-environment purchasing behavior. This study was conducted in German market and data of 12,113 customers was used. A two-step structural equation modeling approach was applied to test both the measurement and the structural model. Results showed that willingness to pay and personal norms were the strongest predictor of green purchasing behavior.

Gupta and Ogden (2008) examined the attitude-behavior gap in environmental consumerism. A variety of research have been conducted to study the behavior of consumers but in few studies it was found that consumers do not buy the products that they claim that they will buy, so gap exist between attitude and behavior. So, a conceptual framework was provided by taking two conditions under which the relationship between attitude and behavior can be strengthen. One was level of consumer involvement with environmental issues and perceived consumer effectiveness. Based on all the argument it was suggested that low involvement with the environment will display higher level of attitude-behavior inconsistency and vice-versa.

Research methodology

The present research will utilize the qualitative and quantitative methods.

Population and Sampling Population

The population frame would be all employees working in the telecommunication industry in western UP.

Sampling Technique

The convenience sampling method will be the instrument for conducting research on employees of the telecommunication industry.

Sample size

Questionnaires will be distributed both by online and by hand to respondents and enough time will be given to respondents to fill the questionnaire to reduce sampling error. Questionnaire is constructed in simple language in order to reduce the risk of ambiguity.

Sources of Data

The study is based on primary and secondary data.

Survey instrument

The respondents were administered a structured questionnaire (shown in appendix).The questionnaire was developed and for validation it was further discussed with experts in this area. The questionnaire used five – point Likert scale type statements.

Expected Outcomes of the study

By the name of advancement excessive use of natural resources degraded the environmental conditions. So, it becomes essential to take those actions in our day to day as well as in our professional life, which impact the environment in a positive manner. We cant control any ones personal actions but when they are under one roof means working in any organization their actions can be directed and influenced for the betterment of the environment. Therefore, our study will focus to identify:

The factors that is responsible for the formation of environment friendly attitude as final actions of any person are based on their attitude. For this various attitudinal factors like values beliefs and norms are going to br part of the study.

To behave environment friendly is any demographical factor also contributing.

Our findings will help to know those behavioral factors, by emphasizing on those factors any organization can direct their employee's actions to protect the environment. Since, we have also included demographic factors such as age, professional level and permanent residence etc.; this will also help to see the impact on pro-environment behavior.

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